

LAUNCHING A NEW LIGHTHOUSE FACILITY AND DESIGN CENTER TO SPARK LOCAL-FOR-LOCAL MANUFACTURING

ABOUT UNDER ARMOUR . Founded in 1996, Under Armour has grown into a global leader in the performance apparel, footwear and equipment industry. Under Armour's mission is to make all athletes better through passion, design and the relentless pursuit of innovation. Over the course of 20 years, Under Armour has committed to this mission and changed the way footwear and apparel are manufactured, marketed and distributed. Headquartered in Baltimore, MD, Under Armour employs over 10,000 people. The company has continually shown commitment to the local economy, the local population and a pursuit of excellence that has permeated the local community, City and State.

THE CHALLENGE. The footwear and apparel industry and the manufacturing process have remained relatively unchanged over the years. As an industry that has been labor-intensive, much of the manufacturing processes has shifted overseas to areas with lower labor costs. Through UA Lighthouse, Under Armour is looking to "Revolutionize how products are made" through an innovation and design center that will incorporate technology, advanced manufacturing methods and techniques and a model of partnering designers with the manufacturing team to truly revolutionize the production process. Last year, Under Armour partnered with the MD MEP (a NIST MEP affiliate) to leverage MD MEP's training, planning and local manufacturing connections to help support the Under Armour and UA Lighthouse initiative.

MEP CENTER'S ROLE. To meet the need and revolutionize the footwear and apparel industry, Under Armour set out to revitalize Baltimore's old City Garage facility. Investing in the infrastructure to build a world-class innovation and design center that includes advanced machinery and equipment from footwear and apparel partners, the facility has the ability to test designs and prototypes in apparel, footwear, advanced manufacturing and additive manufacturing production processes. MD MEP worked closely with the Under Armour Lighthouse team to help craft a strategy for launch focused on supporting the mission and vision of UA Lighthouse as well as helping to build a true culture of innovation. The MD MEP provided training to new and existing team members as they transitioned to the new facility and will continue to support the efforts as a development partner moving forward.

RESULTS



Investment in the New Lighthouse Advanced Manufacturing facility



More than **30** jobs created/retained



Training to the Lighthouse Team

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